

11/20/17

GR DIGITAL

Clerk's Office Web
Review Agenda

REVIEW AND ANALYTICS

- Website Redesign presentation
- Tone and Voice
- Citywide data
- Clerk's Office Department data

PRIMARY AUDIENCES

- Residents
- Voters
- Businesses
- Community Advocates
- Non-Profit Agencies
- Candidates Running for Office
- Media
- Researchers
- Travelers (Passports, Visas)

CONTENT

- Departments, Services, Guides, News Articles, and General Pages
- Digital Forms (OpenForms)

NEXT STEPS

- Business discovery copywriting with department staff and SME